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AUG 2 1938  
U.S. DEPARTMENT OF AGRICULTURE

DEKALB QUALITY HYBRID  
Will Be Your Mortgage Lifter

GRAND  
CHAMPION

# CHAMPIONS TODAY--ARE MEDIOCRE TOMORROW!

The last three years' performance tests proved that leading hybrids of one year become the average of the next year. And leaders of previous years soon were surpassed and forgotten. For this reason, it pays to study the LATEST performance standings before selecting any hybrid.

De Kalb Agricultural Association has in production the 1936 Champion Hybrids. These and several new and

better DE KALB Quality HYBRIDS that outyielded the 1936 champions in experimental tests will be entered in this year's commercial performance tests. 1938 DE KALB QUALITY HYBRIDS will include the 1937 Champion Strains plus the new DE KALB Quality HYBRIDS that perform best in this year's experimental tests. The DE KALB line of hybrids always contains the LATEST in hybrid improvements.

## PLACE YOUR CONFIDENCE IN PROVED RESULTS





The Mind that developed some of the most successful Hybrids adapted to increasing yield and quality while overcoming handicaps such as poor soil, lack of moisture, plant diseases and pest attacks. During the thirteen years he served as agronomist for the U. S. Department of Agriculture and professor of plant industry at Purdue University, Mr. R. R. St. John gained unparalleled experience in developing strains of hybrids having the ability to overcome adverse conditions of many kinds. Mr. St. John's advice and services are available to De Kalb customers.

The Mind that developed four of the top five highest-yielding 1936 hybrid strains available to corn growers. Mr. C. L. Gunn is a pioneer among developers of hybrids adapted for planting in northern and western areas of the corn belt. His long, practical experience and expert advice is at the disposal of De Kalb customers. Mr. Gunn and Mr. St. John are recognized as two of the foremost corn breeders in America. Their recommendations concerning seed selection and accurate planting will help you reduce your costs and increase your profits per acre.

## The Men and Facilities Back of the De Kalb Research Department

The numbered photographs on this page are representative of the extensive organization back of the De Kalb Research Department. (1) Shows a De Kalb detasseling crew, ready to start work. (2) The De Kalb plan board. (3) Mr. Rasmusen and Mr. Roberts mapping out De Kalb production fields. (4) Mr. Gunn and Prof. St. John checking inbred pedigrees. (5) De Kalb office force. (6) Recording new crosses on

experimental plot sheet. (7) Entering yield records. (8) Getting new crosses ready for experimental plots. (9) Wiring pedigree tags through inbred ears. (10) Handling De Kalb Hybrid orders. (11) An inbred passes Mr. Gunn's careful scrutiny. (12) All that was left of a valuable inbred, after the hot, dry season of 1934. (13) Gunn tells St. John he wouldn't trade these three inbred kernels for diamonds of

equal size. (14) Shelling and bagging foundation stock. (15) Field showing De Kalb crossing operation. (16) De Kalb Agricultural Association main office. (17) Conveyor and sorting belt in De Kalb dryer. (18) De Kalb seed cleaning machinery. (19) Fireproof vault building for storing De Kalb foundation stock. (20) De Kalb plant at Waterman, Ill. (21) De Kalb seed corn grading machinery. (22) De Kalb

plant at Humboldt, Iowa. (23) Modern De Kalb dryer building. (24) One of many De Kalb germination tests. (25) Corner of a De Kalb Hybrid warehouse. (26) Bins of foundation stock in fireproof corn vault. (27) Second sorting and conveyor belt in De Kalb dryer. (28) Grading De Kalb Hybrids for planter plate sizes. (29) De Kalb makes many tests. We do the experimenting—not you.





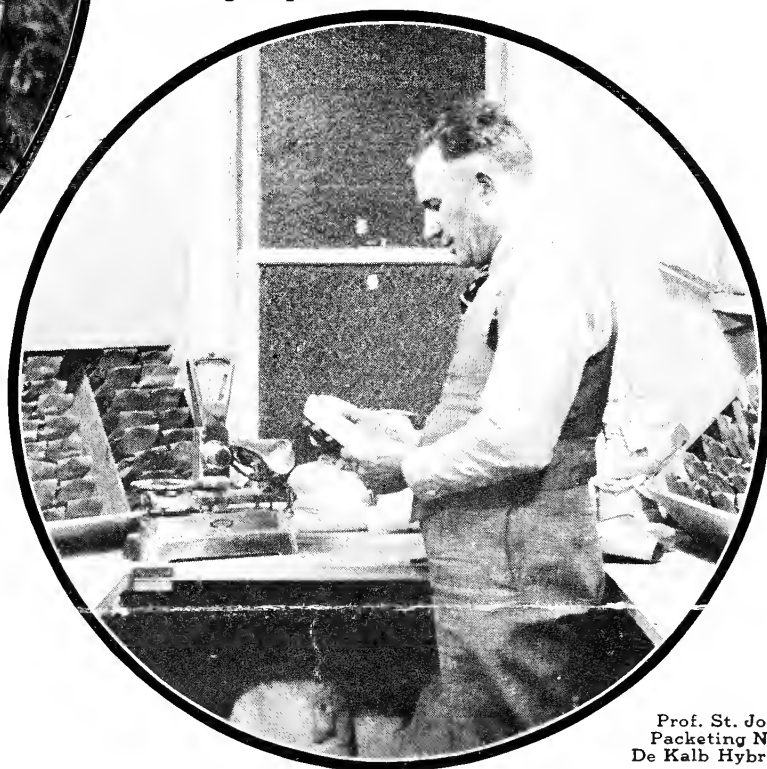
# Our Research Department Will Develop a Hybrid Adapted to YOUR Particular Needs

If the soil, weather or insect conditions in your locality require qualities not possessed by any of the 34 De Kalb QUALITY Hybrids or the 49 standard commercial strains which we can supply, De Kalb breeders have the necessary foundation stocks, facilities and ability to produce the type of hybrid you need. This "tailor-made" hybrid development service never before has been available to corn growers. The surface in hybrid development barely has been scratched. De Kalb breeders constantly are producing special hybrids that outyield other seed. Some De Kalb strains now in commercial production outyielded all of the 1936 commercial champions, in experimental tests. Let the De Kalb Research Department recommend a hybrid that will be the green spot in your drought picture.



C. L. Gunn  
Making Hand  
Pollinations in  
De Kalb Nursery

Extreme care in the development, preparation and classification of De Kalb foundation stocks is your assurance that De Kalb Hybrids always will be up to quality, yield and adaptation specifications in every respect. De Kalb inbred recording, foundation stock segregation, field isolation, protection of shoots by bags, hand pollination and crossing operations are entrusted only to the most expert and experienced of corn breeders. Incompetent breeders sometimes produce hybrids that are poorer than open pollinated corn—like "pedigreed scrubs" among livestock. Be sure of the hybrid YOU plant, by depending on a performance-tested De Kalb QUALITY Hybrid.



Prof. St. John  
Packeting New  
De Kalb Hybrids

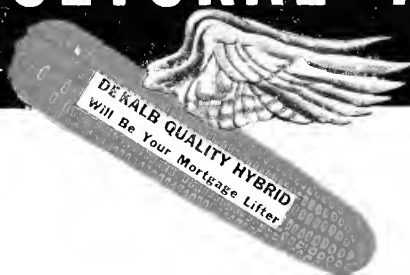
## Protect Yourself Against Seed Shortage--

by placing your conditional order for all the De Kalb QUALITY Hybrid seed you will need for 1938 planting. Your order will be subject to satisfactory price quotation, before delivery date, as shown on the attached return post card.

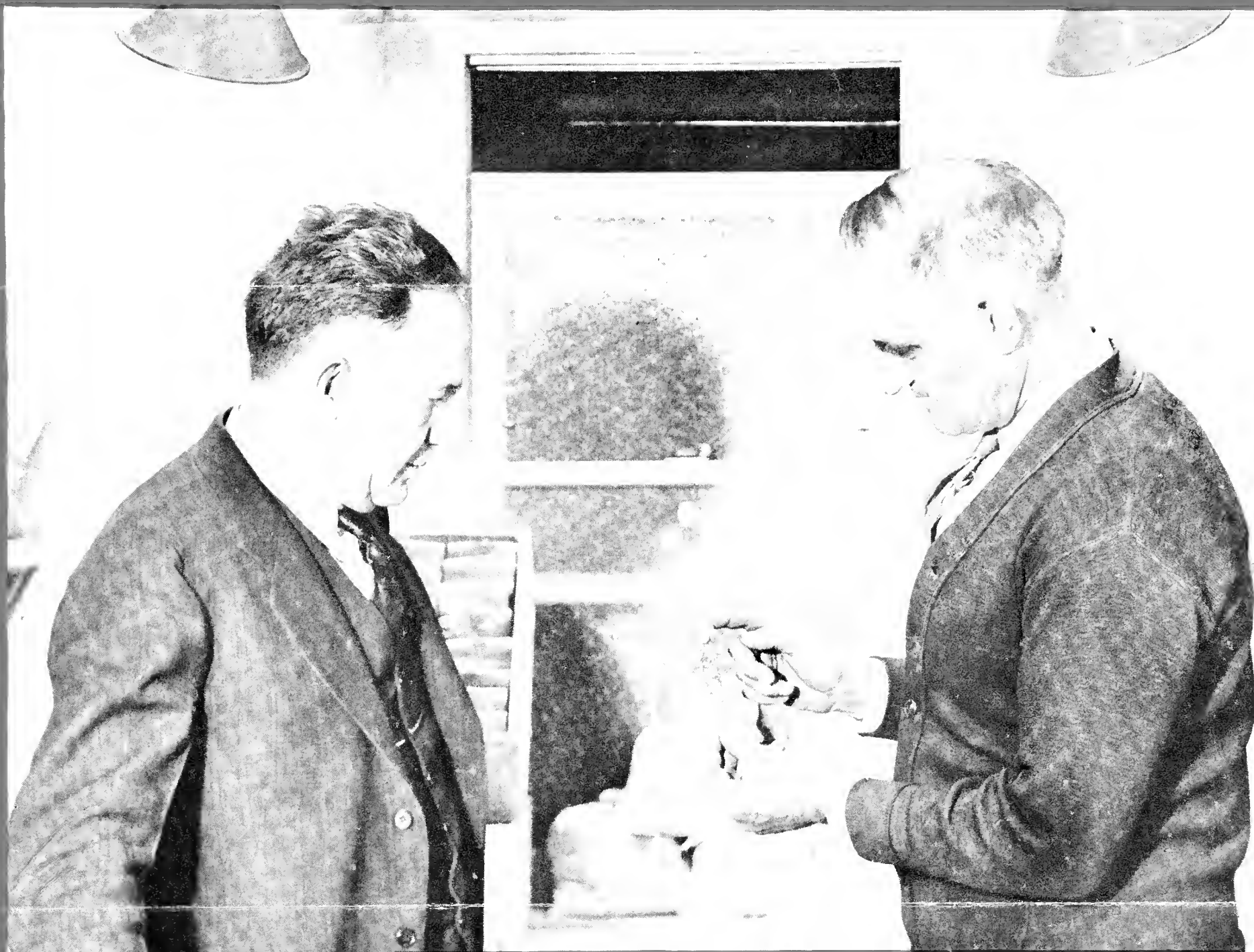
# DE KALB AGRICULTURAL ASSOCIATION

DE KALB

ILLINOIS



# Let These DE KALB Breeders Help You Produce More and Better Corn



Charley Gunn, right, hybrid corn breeder for Northern Corn Belt, tells Prof. St. John that **he wouldn't trade these three kernels for diamonds of equal size.** They represented all he had left from 9 years work on one strain, after the heat of 1934 killed the pollen from the rest of the strain. Since then, these three kernels have been multiplied until they furnish part of the foundation for some of the highest-yielding De Kalb QUALITY Hybrids.

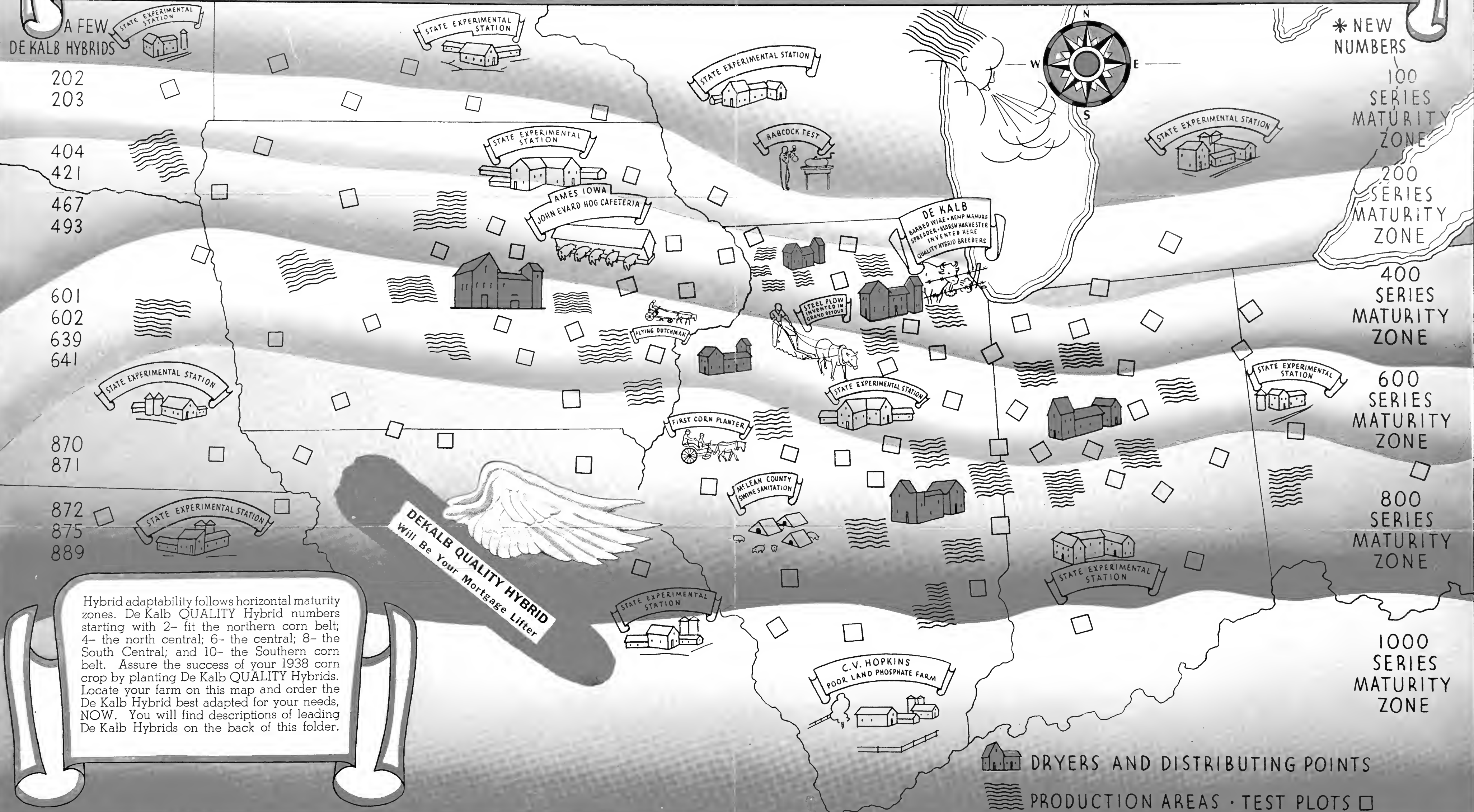
You can't prevent drouth, wind storms, infestation of root and ear worms, chinch bugs nor grasshoppers, **BUT YOU CAN PLANT A DE KALB QUALITY HYBRID WHICH HAS A VIGOROUS, STIFF-STALKED PLANT, WITH A GOOD ROOT SYSTEM, THAT WILL DO MUCH TO OVERCOME THESE HAZARDS.**

The widespread location of De Kalb's numerous projects protects you against seed crop failures that follow local calamities. Our extensive program assures an ample supply of highest-yielding, best-quality, hardest-variety hybrids, year after year. On the following pages we show you how De Kalb Quality Hybrid development and production operations meet **every planting need throughout the entire corn belt.** Use this information as your guide to production of more and better corn.





# DEKALB QUALITY HYBRIDS FIT EVERY MATURITY ZONE. SELECT A SERIES ADAPTED TO YOUR NEED. NOTE DEKALB'S WIDESPREAD DEVELOPMENT AND PRODUCTION OPERATIONS



# DE KALB *Quality* HYBRIDS

There is no magic in planting just **any** hybrid. Hybrids are good, bad and indifferent. Be sure the one **YOU** plant is well suited to **your** farm. Make certain that it has been performance-tested for yield, quality, hardiness,

insect resistance and ability to stand erect until after harvest. And buy your needs from a concern that operates on large enough scale to remain a reliable source of known quality seed every year.

## EARLY (200 SERIES)

**DE KALB HYBRID 202**—One of the most outstanding early maturing, high yielding hybrids in the corn belt. Beautiful utility type ears, exceptionally stiff stalks and a high yielder. **Stiff shanks that prevent ears from falling off stalks**, ears well covered with husk. A standout for the 200 series belt—northern Iowa, southern Minnesota, the extreme northern sections of Illinois, and southern Wisconsin and Michigan.

## MEDIUM EARLY (400 SERIES)

**DE KALB HYBRID 493 (formerly 93)**—The only hybrid that **ever made an average total yield of 100 bushels per acre** in the three Northern Illinois official test plots, has the highest two-year average general performance rating in these plots, averaging 16½ bushels per acre more than the best open-pollinated strains. **An early maturing, quick drying strain.** It has stiff shanks that prevent the ears from falling from the stalks and **the ear is well covered with husk.** Especially well adapted in Northern Illinois, Northern Indiana, Northern and North central Iowa. An excellent hybrid for farmers who desire quick maturity with high yield.

**DE KALB HYBRID 421 (formerly 518)**—Highest yielder in northeastern Illinois test field and third in rating in three northern Illinois experimental fields. **A beautiful hybrid with dark green foliage and long ears.** A high yielder in unofficial tests in northern Iowa and Indiana.

**DE KALB HYBRID 407**—High yielder with perfect standing ability. **One of the best hybrids known for northern Indiana.**

## MEDIUM (600 SERIES)

**DE KALB HYBRID 601**—One of the outstanding new developments of the research department of the DeKalb Agricultural Association. High yielding, stiff stalked hybrid, **high in feeding value.** Ears well covered with husk. One of the best hybrids for central and north central Iowa, northern half of Nebraska and north central Illinois.

**DE KALB HYBRID 602**—Another new high yielding hybrid, slightly later than 601 but possessing a larger, heavier ear.

**DE KALB HYBRID 641**—A stiff stalked, large eared hybrid, **particularly suited to soils of low fertility** as well as rich land. **High yielding, leafy, good for silage.** Later maturing than either 601 or 602. One of the best for central Illinois, south central Iowa and Nebraska.

## LATE (800 SERIES)

**DE KALB HYBRID 821**—Extremely stiff stalked, large eared, high yielding strain. A very attractive hybrid, well adapted any place in the 800 series belt.

**Other outstanding varieties of this same maturity**—Illinois 960, Illinois 582. and Illinois 947.

## We Don't Produce All of the Hybrid Strains—Only the Best.

At right are listed practically all of the best hybrid varieties that are available for corn belt farmers and they are all being produced by the DeKalb Agricultural Association. These varieties contain the finest germ plasm in the country and included in them are the highest

performing and yielding commercial or experimental varieties in all of the official yield tests in Illinois and Indiana. Our distribution department can select the one best suited to your conditions. They are numbered for your convenience—200 series early, 400 series medium early, 600 series medium, and 800 series late.

## HYBRIDS BEING PRODUCED IN 1937

DeKalb Hybrids		Illinois Hybrids
Early	202	960
		582
		947
	404	945
	419	976
	421	751
	434	570
	435	543
	444	360
	449	360A
Medium	467	364
	492	366
	493	368
	498	126
	601	
	602	
	604	
	610	
	622	
	628	
Late	629	
	634	
	639	
	652	
	685	
	808	
	817	
	818	
	821	
	823	
	827	
	870	
	871	
	872	

## Indiana Hybrids

401  
424  
425  
451  
608  
651  
694  
699B  
824B  
836  
845  
845C  
845D

## U. S. Hybrids

63  
2

## Arlington Hybrids

5  
35

## AVOID DISAPPOINTMENT NEXT SPRING---

by placing your future order now. Chinch bugs and grasshoppers, which are promised for this season, may cut the yield of commercial hybrids very materially. If you want the highest yielding, sound-quality hybrid

adapted for your locality, send your order in at once. The price will be announced as soon as the crop is harvested in the fall and **is subject to your approval.** Mail the enclosed reservation card to us **TODAY!**

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